

EFFECTS OF BRAND PERSONALITY AND COUNTRY OF ORIGIN IMAGE ON PURCHASE INTENTION OF ETUDE HOUSE COSMETICS

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ABSTRACT

This research aims to investigate the effects of brand personality and country of origin image on purchase intention of Etude House Cosmetics. Based on a board literature review of the brand personality and country of origin the author conducted a case study to found the effect of those variables on consumers' purchase intention. The research tests three hypotheses in respect of brand personality and country of origin's effects on purchase intention partially and simultaneously. The questionnaire was administered to 200 consumers in Indonesia to test the hypotheses. The result has been analyzed by multiple linier regression analysis. Results reveal that both brand personality and country of origin image have a positive and significant impact partially and simultaneously on purchase intention. Meanwhile, country of origin image has bigger impacts on purchase intention than brand personality. Using correlation analysis, it was found that among all the indicators in both variables, 'prestigious' indicator of country of origin image is the indicator that correlates with purchase intention the most. This study contributes to the marketing and international business literatures and provides insights to international marketers by bringing valuable information that can help make decisions as to where to manufacture and how to promote global products.

Keywords: Brand personality, country of origin, consumer behavior, Indonesia

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PENGARUH KEPRIBADIAN MEREK DAN CITRA NEGARA ASAL TERHADAP MINAT MEMBELI PRODUK KOSMETIK ETUDE HOUSE

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dan hubungan kepribadian merek dan citra negara asal terhadap minat beli kosmetik Etude House. Berdasarkan kumpulan tinjauan literatur mengenai kepribadian merek dan citra negara asal, penulis mengadakan survey studi kasus untuk mengetahui pengaruh dari variabel-variabel tersebut terhadap minat membeli konsumen. Penelitian ini menguji tiga hipotesis mengenai pengaruh kepribadian merk dan citra negara asal secara parsial maupun simultan. Untuk menguji hipotesis, kuesioner dalam penelitian ini disebarakan kepada 200 orang konsumen secara *online* dan *offline*. Data dianalisis menggunakan analisa regresi linier berganda. Hasil riset menyatakan bahwa kepribadian merek dan citra negara asal memiliki pengaruh positif dan signifikan baik secara parsial maupun secara simultan terhadap minat beli. Sementara itu, citra negara asal memiliki pengaruh yang lebih besar terhadap minat beli dibandingkan dengan kepribadian merek. Menggunakan analisa korelasi, ditemukan bahwa di antara semua dimensi dalam kedua variabel, dimensi ‘prestisius’ dari citra negara asal memiliki hubungan paling kuat dengan minat beli. Dengan demikian dapat dikatakan bahwa citra prestisius suatu Negara berpotensi mempengaruhi minat beli penduduk di Negara tempat produk dipasarkan. Penelitian juga berkontribusi terhadap konsep *international marketing* dan pentingnya *country branding*.

Kata Kunci: Kepribadian merek, citra negara asal, perilaku konsumen, Indonesia

